103544 Orders Order / Rev: 06829899 Alt Order #: Product Desc: HELLER FOR SENATE

Estimate:

08/22/12 - 08/28/12

Original Date / Rev: Order Type:

Flight Dates:

06/26/12 / 08/27/12 **GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

KSNV

National

Agency

Name:

Strategic Media Services, Inc.

**Buying Contact:** Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast.

EOM/EOC

Advertiser

Name:

Priority:

Demographic:

Product Codes:

Revenue Codes:

Heller, Dean for U.S. Senate - Revised

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date		# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$23,500.00	\$19,975.00	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
Totals	50	\$37,100.00	\$31,535,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
ĸ∨∨u	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type Sp	pots	Amount
Ē	≣ 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp v M-F 5-6a WakeUp v	-	5-6a	WTF	:30	3	\$400.001	0.00 <b>N</b> M	3	\$1,200.00
		NEWS	rt Date	End Date	•	inots/Meek		Ratino						

Print Date: 08/28/12 08:31:15 F

KSNV

Page 2 of 4

Order / Rev:

103544

06829899

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

08/22/12 - 08/28/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/22/12	2 08/24/12	M-F 5-6a WakeUp	_	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
	NEWS			M-F 5-6a WakeUp	o w/Wagners						Ì		
		t Date	End Date		Spots/Week	Rate	Rating						
	eek: 08/2		08/26/12 2 08/28/12	WTF	3	\$400.00	0.00	.20		#400 004	0.00.004		<b>#000.00</b>
C Z	KOINA	00/2//12	2 00/20/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	~	5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800.00
	NEWS	( B . I .	PM - 1 PS - 4		_		<b>-</b>						
W	<u>Sta</u> eek: 08/2	<u>t Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> MT	.Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
Inches and Address of the Land				M-F 6-7a WakeUp		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS			M-F 6-7a WakeUp	o w/Wagners								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		09/02/12	M	1	\$700.00	0.00						
E 4	KSNV	08/22/12	2 08/22/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS			IVI-I O-7 & VVANCO	p www.agners								
101		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 08/: KSNV		08/26/12 2 08/23/12	Today Show	CM	\$700.00 658a-9am	0.00 T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
		COILOIT	2 00/20/12	Today Show	O.F.	0000 00111	•	.00		Ψ1, 100.001	0.00 1417	'	ψ1, <del>4</del> 00.00
	TODAY	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Data	Dating						
W	<u>عند</u> /eek: 08/		08/26/12	<u>vveekdays</u> T	· · · · · · · · · · · · · · · · · · ·	<u>Rate</u> \$1,400.00	Rating 0.00						
E 6	KSNV	08/28/1	2 08/28/12	Today Show	СМ	658a-9am	-T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	TODAY			Today Show									
	_	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 08/		09/02/12	-T		\$1,400.00	0.00		<del></del>				
E /	KSNV	08/28/1	2 08/28/12	M-F Today Show M-F Today Show		9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
	TODAY			-									
۱۸۷	<u>Sta</u> /eek: 08	<u>rt Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
				M-F Today Show	II 3rd H0M	9-10a	W-F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
	TODAY	11		M-F Today Show	II								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 08/		08/26/12	W-F	2	\$500.00	0.00						
E 9	KSNV	08/22/1	2 08/24/12	M-F Today Show Today 4th Hour	III 4th 13M	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	<b>\$</b> 975. <b>00</b>
	TODAY	Ш		roday 40111001									
10.	<u>Sta</u> /eek: 08/	rt Date	End Date 08/26/12	<u>Weekdays</u> WTF	Spots/Week		Rating						
h				M-F Today Show	3     4th   3M	\$325.00 10am-11am	0.00 MT	:30	2	\$325.001	0.00 NM	2	\$650.00
	•			Today 4th Hour					_	4020.001	0.00 1117	_	Ψ000.00
	TODAY	III <u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
w	/eek: 08/		09/02/12	MT	2		0.00						
E 11	KSNV	08/27/1	2 08/28/12	Noon News	СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
	NEWS			Noon News									
	Sta	rt Date	End Date	Weekdays	Spots/Week		Rating						
	/eek: 08,		09/02/12  2 08/24/12	Noon News	CM	·····	0.00 TF	.20		<b>PAGE 004</b>	0.00 15:	_	MDEC 22
L 12		00/20/1	L 00/24/12	Noon News	CIVI	12-1230pm		:30	2	\$425.001	0.00 NM	2	\$850.00
	NEWS	wf D-4-	Mark 20-4	NA for missilen and	0	<b>-</b> 1	B #						
٧	<u>Sta</u> √eek; 08.	rt <u>Date</u> /20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 2		<u>Rating</u> 0.00						
E 13	KSNV	08/22/1	12 08/24/12		СМ	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00

KSNV

Order / Rev:

103544

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06829899

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pr	Rtg Type	Spots	Amount
			M-F Early News								
NEWS	t D t -	Fu-l Deta	Manhalana	Constantia	D-1-	D-0					
<u>Sti</u> Week: 08	art <u>Date</u> /20/12	End Date 08/26/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,000.00	Rating 0.00					
E 14 KSNV	08/27/1	2 08/28/12	M-F Early News M-F Early News	СМ	5-630p	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
NEWS <u>St</u> Week: 08	art Date	End Date 09/02/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
		2 08/28/12		CM	7-730pm	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
	•		M-F Wheel of Fo	rtune	·						
WHEE St:	∟ art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week. 08		09/02/12	M		\$1,000.00	0.00					
E 16 KSNV	08/22/1	2 08/24/12		CM	7-730pm	WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
WHEE	ı		M-F Wheel of Fo	rtune							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		08/26/12	WTF		\$1,000.00	0.00					
E 17 KSNV	08/22/1	2 08/24/12	Face to Face w/ I		730-758pm	WTF	:30	3 \$800.001	0.00 NM	3	\$2,400.00
FACE			Face to Face w/	J.Raiston							
-	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08		08/26/12	WTF	3	•	0.00			0.00.115.	1	
E 18 KSNV	08/27/1	2 08/28/12	Face to Face w/ I		730-758pm	M	:30	1 \$800.001	0.00 NM	1	\$800.0
FACE			1 400 10 1 400 40	0.1 Calolon							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08		09/02/12	M M-F News 3 at El	aven CM	\$800.00 11pm-1135pr	0.00 mT	:30	1 \$1,100.001	0.00 NM		¢4 400 0
E 19 KONV	00/23/1	12 00/25/12	M-F News 3 at E		т трин-т тээрг	111	.30	ι φι, ισο.σσι	U.UU INIVI	1	\$1,100.0
NEWS										İ	
<u>St</u> Week: 08	art Date	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1		Rating 0.00					
		<del>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</del>	M-F News 3 at E	·	11pm-1135pr		:30	1 \$1,100.001	0.00 NM	1	\$1,100.0
			M-F News 3 at E		.,			4.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	5.55		ψ1,12010
NEWS		End Data	Weekdavs	Cooks (Marak	Data	Dating					
ين Week: 08	<u>art Date</u> 3/27/12	End Date 09/02/12	<u>vveekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
		12 08/26/12	Sa-Su News 3 at		11pm-1135pr	mSS	:30	2 \$1,100.001	0.00 NM	2	\$2,200.0
NI ENA/C	,		Sa-Su News 3 at	Eleven							
NEWS St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		08/26/12	SS		\$1,100.00	0.00				l	
E 22 KSNV	08/25/	12 08/25/12			6a-7a	S-	:30	1 \$350.001	0.00 NM	1	\$350.0
NEWS	:		News 3 Sunrise	SATURDAY		•					
		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08	3/20/12	08/26/12	S-	1	\$350.00	0.00					
E 23 KSN\	08/25/	12 08/26/12	Sa-Su Early New		5pm-630pm	SS	:30	2 \$650.001	0.00 NM	2	\$1,300.0
NEWS	5		Sa-Su Early Nev	VS						İ	
<u>S</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		08/26/12	SS	2 Stor		0.00	Maaldaya	Langeth: Da	in Dia Time		
	h <u>Date R</u> V 08/20/1		Description Sa-Su Early News	· · · · · · · · · · · · · · · · · · ·	<u>rt/End Time</u> n-630pm	-	<u>Weekdays</u> Sa		<u>te Rtg Type</u> 100) 0.00 <i>NM</i>	1	
S	ee MG 23	3.3		- 15.11	r			1000010	, 19197	1	
_			JVE IN PRIME]		0			n	00 000 115	1	
	V 08/26/1  G for 23.1		lews 3 Live in Prin	ne 7-10	0pm	•		Su :30 \$650.	00 0.00 NM	1	
_	NV CODE									1	

Print Date: 08/28/12 08:31:15 Page 4 of 4

KSNV

Order / Rev:

Alt Order #:

Fkght Dates:

103544

06829899

08/22/12 - 08/28/12

200000

Advertiser:

Heller, Dean for U.S. Senate

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Time D	ays Len Spo	ots Rate Pri	Rtg Type Spo	ots	Amount
E 23 KSNV 08/25/12 08/20 NEWS	6/12 Sa-Su Early News CM Sa-Su Early News	5pm-630pm	SS :30	2 \$650.001	0.00 NM	2	\$1,300.00
E 24 KSNV 08/26/12 08/26 SUN TODAY	5/12 Sunday Today CM Sunday Today	7a-8am	S ;30	1 \$625.001	0.00 NM	1	\$625.00
<u>Start Date</u> <u>End D</u> Week: 08/20/12 08/26/		<u>Rate</u> <u>Rating</u> 0.00					
E 25 KSNV 08/26/12 08/2	5/12 Sports Night in Las Vega Sports Night in Las Vegas	Sun 1135p-1200a	s :30	1 \$400. <b>00</b> 1	MM 00.0	1	\$400.00
<u>Start Date</u> <u>End D</u> Week: 08/20/12 08/26.		<u>k Rate Rating</u> 1 \$400.00 0.00					
N 26 KSNV 08/28/12 08/2 WHEEL	8/12 Wheel of Fortune in PRIMM Wheel in Prime	M-SA 8-11p / SUN-T	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
Start Date End E Week: 08/27/12 09/02		<u>Rate</u> Rating					
N 27 KSNV 08/28/12 08/2  FACE  Start Date End D	Face to Face in PRIME	,	:30	1 \$800.001	0.00 NM	1	\$800.00
Week: 08/27/12 09/02	/12 -T	1 \$800.00 0.00		<u> </u>	Totals	50	\$37,100.00